

from the Michigan Film Office...

S & R EVENT RENTAL EXPANDS SERVICES TO ACCOMMODATE NEW MOTION PICTURE BUSINESS Macomb county firm diversifies, reaching growth rate of 1000%

Business: S & R Event Rental, Harrison Township

Most recent developments:

- Film-based sales pass \$300,000 year-to-date, besting '07 total by **1000%** (not a typo!)
- Ratio of film sector to total gross sales increases five fold
- Added 11 new employees since mid-spring, including several laid off from the auto industry
- Invested \$80,000 in new tenting equipment and inventory

Recent projects: *Demoted, Butterfly Effect 3, Gifted Hands, Miss January, Gran Torino, Youth in Revolt*

Profile:

Founded in 1991 as primarily a tent rental company, S & R started servicing the movie industry when hired for the Eminem-starring film, *Eight Mile*, in 2001. S & R then adapted to the varying needs of subsequent film productions, offering a large menu of services such as landscaping and snow-plowing, cleaning, trucks, generators and air conditioning.

Key Development:

An increase in business in Pennsylvania facilitated a possible move of operations to that state. That option was erased when the Michigan film incentives took effect in April 2008, creating a substantial new revenue source for the company.

Quote from co-owner Rodney Ouellette:

"If the general public knew the amount of money a film crew spends, they would understand what the movie industry brings to the local economy, and how good this legislation is. The average feature spends about \$1.25 million a week. It's transforming my business from seasonal in nature to one that is year-round."

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